c)   determining whether the number of ordered collectibles exceeds the predetermined number of offered collectibles and, if so, allocating the predetermined number of offered collectibles among the ordering purchasers.

34. (New)   The method of managing an initial offering of collectibles as claimed in claim 33, wherein there is further included the step of offering for sale certain of the allocated collectibles on a secondary market at the direction of the purchasers of the certain allocated collectibles.

35. (New)   The method of managing an initial offering of collectibles as claimed in claim 33, wherein the collectibles comprise trading cards.

36. (New)   The method of managing an initial offering of collectibles as claimed in claim 33, wherein said initial offering is carried out for a first selected, predetermined period of time.

37. (New)   The method of managing an initial offering of collectibles as claimed in claim 36, wherein said offering for sale on said secondary market is carried out for a second selected period of time.

38. (New)   The method of managing an initial offering of collectibles as claimed in claim 37, wherein said second period of time is greater than said first period of time.

39. (New)   The method of managing an initial offering of collectibles as claimed in claim 33, wherein said step of allocating counts the number of collectibles for which orders have been placed.

40. (New)   The method of managing an initial offering of collectibles as claimed in claim 39, wherein said step of allocating further compares said number of counted collectibles with said predetermined number of collectibles.

41. (New)   The method of managing an initial offering of collectibles as claimed in claim 40, wherein if said counted number of collectibles exceed said predetermined number of collectibles, said step of allocating reduces the number of collectibles to be allocated, to selected of the ordering purchasers in accordance with a predefined algorithm.

42. (New)   The method of managing an initial offering of collectibles as claimed in claim 41, wherein said offering for sale of the predetermined number of collectibles is carried out for a predetermined period of time commencing at a certain time, said predefined algorithm increases the number of collectibles to be allocated to a certain purchaser as an inverse function of the period of time occurring between said certain time and the time when an order was received from said certain purchaser.

43. (New)   The method of managing an initial offering for collectibles as claimed in claim 41, wherein there is further included a step of maintaining a record of the purchasing activity of each purchaser, said algorithm allocating the number of collectibles to a certain purchaser as a direct function of the magnitude of said purchasing activity of the certain purchaser.

44. (New)   The method of managing an initial offering of collectibles as claimed in claim 33, wherein there is further included the step of providing lots of the collectibles for offering for sale.

45. (New)   The method of managing an initial offering of collectibles as claimed in claim 44, wherein there is further provided the step of providing collectibles of different kinds, and assembling the collectibles into lots such that each lot of the collectibles are of the same kind.

46. (New)   The method of managing an initial offering of collectibles as claimed in claim 33, wherein there is further provided the step of enabling the purchasers of collectibles in said initial offering to elect to have an offering for sale administrator hold their purchased collectibles in escrow.

47. (New)   The method of managing an initial offering of collectibles as claimed in claim 33, wherein there is further included the steps of providing a purchaser history database for keeping a record of each purchaser that has placed an order in the course of said initial offering of the collectibles for sale, and updating data indicative of each collectible held in escrow in that record of the purchaser holding the escrowed collectible.

3

48. (New)   The method of managing an initial offering of collectibles as claimed in claim 33, wherein there is further included the step of providing a purchaser history database for keeping a record for each purchaser that has placed an order in the course of said initial offering of the collectibles for sale, and updating for each order data indicative of said number of collectibles in that record of the purchaser placing that order.

49. (New)   A method of operating a server to support a plurality of purchaser systems to transmit over a network orders for collectibles to the server, said method comprising the steps of:

      a)   constructing at the server a purchaser history database;

      b)   offering for sale an initial placement of a predetermined number of collectibles;

      c)   creating at least one account in the purchaser history database for each purchaser transmitting to the server an order for a selected number of collectibles offered for sale in the initial placement, each account including a record of the purchasing activity of its purchaser; and

      d)   determining whether the number of ordered collectibles exceeds the predetermined number of offered collectibles and, if so, allocating the predetermined number of collectibles among the purchasers.

50. (New)   The method of operating a server as claimed in claim 49, further comprising the steps of offering for sale at the direction of certain purchasers selected of said allocated collectibles on a secondary market.

51. (New)   The method of operating a server as claimed in claim 50, wherein there is further included the steps of receiving orders from all of the purchasers who placed orders during said initial placement and said offering for sale on said secondary market, and updating for each received order that reflects the ordering activity of its purchaser and is stored in said record of its purchaser placing that order.

4

52. (New)   The method of operating a server as claimed in claim 51, wherein said ordering activity includes a number of said received orders, and there is included a step of incrementing said number of orders in response to the receipt of each order.

53. (New)   The method of operating a server as claimed in claim 51, wherein said ordering activity includes a number, and there is further included the steps of incrementing said number in response to the receipt of each order.

54. (New)   The method of operating a server as claimed in claim 49, wherein said step of allocating said collectibles to the purchasers in accordance with an algorithm, said algorithm setting a number of collectibles to be allocated to each of the purchasers in accordance with said purchasing activity of the corresponding purchaser.

55. (New)   The method of operating a server as claimed in claim 54, wherein said algorithm sets the number of said collectibles to be allocated to each of the purchasers as a function directly proportional to said number of received orders for each purchaser.

56. (New)   The method of operating a server as claimed in claim 49, wherein there is further included the step of updating the records of the purchasers who placed at least one order in the initial placement with data indicative of their respective allocated collectible(s).

57. (New)   The method of operating a server as claimed in claim 56, wherein there is included the steps of receiving bids from purchasers for selected of said collectibles during said offering for sale on said secondary market, determining the winning bids on each collectible purchased on said secondary market and updating the records of the purchasers having winning bids with data indicative of said purchased collectibles.

58. (New)   A server designed to support a plurality of remote systems, each system operable by a purchaser to transmit over a network to said server orders for collectibles being offered for sale in an initial placement, said server comprising:

    a)   a server engine programmed to:

        1.   implement an offering for sale of an initial placement of a predetermined number of collectibles,

2.	process the transmitted order to determine the number of ordered collectibles,

3.	determine whether the number of ordered collectibles exceeds the predetermined number of the collectibles, and

4.	if so, allocating said predetermined number of collectibles among the purchasers; and

b)	a purchaser history database that keeps for each purchaser that transmits at least one order to said server a record of that purchaser's purchasing activity.

59.	(New)	The server as claimed in claim 58, wherein said server engine responds to each order received from an identifiable purchaser to update said record of the identified purchaser.

60.	(New)	The server as claimed in claim 59, wherein said server engine updates said records of said purchaser with data indicative of the collectibles allocated during the initial placement.

61.	(New)	The server as claimed in claim 60, wherein said server engine is programmed to respond to messages from certain of the purchasers to place in escrow selected of their collectibles that were allocated during the initial placement, by updating said records of said certain purchasers with data indicative of the collectibles held in escrow.

62.	(New)	A method of managing the sale of uncirculated collectibles on a primary market and on a secondary market, said method carried out on a programmed computer to effect the following steps:

a)	communicating an initial offering for sale of the uncirculated collectibles to prospective purchasers;

b)	receiving and accepting a plurality of received orders whereby corresponding purchasers purchase the uncirculated collectibles; and

c)	communicating with each of the purchasers who has purchased uncirculated collectibles a message prompting such purchasers to either:

6

i)   store their purchased uncirculated collectibles in a protected environment, or

ii)   offer for sale on the secondary market to the prospective purchasers the uncirculated collectibles that had been purchased on the primary market.

63. (New)   The method of managing as claimed in claim 62, wherein upon acceptance of an order from an ordering purchaser, data reflective of the accepted order is stored in a memory.

64. (New)   The method of managing as claimed in claim 62, wherein there is included a memory comprising a plurality of storage locations, and upon acceptance of an order from a particular purchaser a corresponding one of the storage locations is dedicated to the particular purchaser and the data reflective of the accepted order of the particular purchaser is stored in the corresponding one storage location.

65. (New)   The method of managing as claimed claim 64, wherein each of the plurality of storage locations stores the purchasing activity of its purchaser.

66. (New)   The method of managing as claimed in claim 62, wherein there is further included the step of updating the purchasing activity of its purchaser in response to the purchase on the primary market or the secondary market of at least one uncirculated collectible by its purchaser.

67. (New)   The method of managing as claimed in claim 62, wherein there is further included after step c) the further step of responding to an instruction from a particular purchaser to communicate with each of the prospective purchasers an offer to sell on the secondary market selected ones of the uncirculated collectibles of the particular purchaser.

68. (New)   The method of managing as claimed in claim 62, wherein step c) further comprises a substep (iii) of prompting each such purchaser to alternatively request that its uncirculated collectibles be forwarded to the corresponding requesting purchaser.

69. (New)   A method of operating a server to support a plurality of prospective purchasers to transmit from corresponding remote stations over a network to the server